



**Breastfeeding
Promotion Network of
India**

(Registered Under Societies Registration
Act XXI of 1860, Delhi R-No S-23144)
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BPNI/IMS Act/2020/018

July 7, 2020

**Shri Ajay Tirkey
Secretary
Ministry of Women & Child Development
Government of India
Shastri Bhawan, Delhi -110011**

Sub: Violation of Section 4 (c) of the IMS Act by 37 Krishna Super Marche.

Respected Sir,

India enacted "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act) which regulates marketing of baby foods and feeding bottles. An offence committed under this Act is cognizable.

The Government of India notified "Breastfeeding Promotion Network of India (BPNI)"wide No G.S.R. 540 (E), dated the 27th June, 1994, to monitor the compliance with the above Act.

We draw your attention towards the potential violation of IMS Act Section 4 (c) where a product called NAN Pro by Nestle (infant milk substitute) was promoted and sold with discounts to general public at 37 Krishna Super Marche, Chaudhary Jhandu Singh Rd, near Rajinder Ka Dhabha, Block A 1, Nauroji Nagar, Safdarjung Enclave, New Delhi, Attached is the Picture giving the evidence.

As per the section 4 (c) of the IMS Act, "No person shall offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods." product,

We request you to kindly initiate appropriate action against the offending organisation.

With regards,

Yours Sincerely,

**Dr. JP Dadhich
National Coordinator, BPNI**